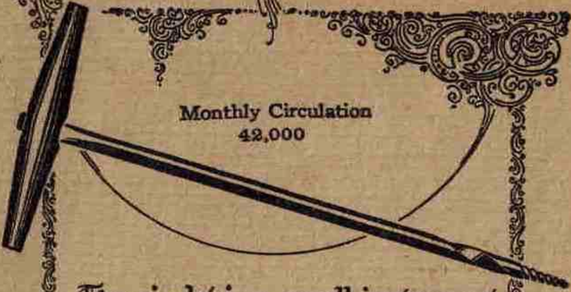
The Gimlet

Monthly Circulation
42,000



The gimlet is a small instrument
with a point

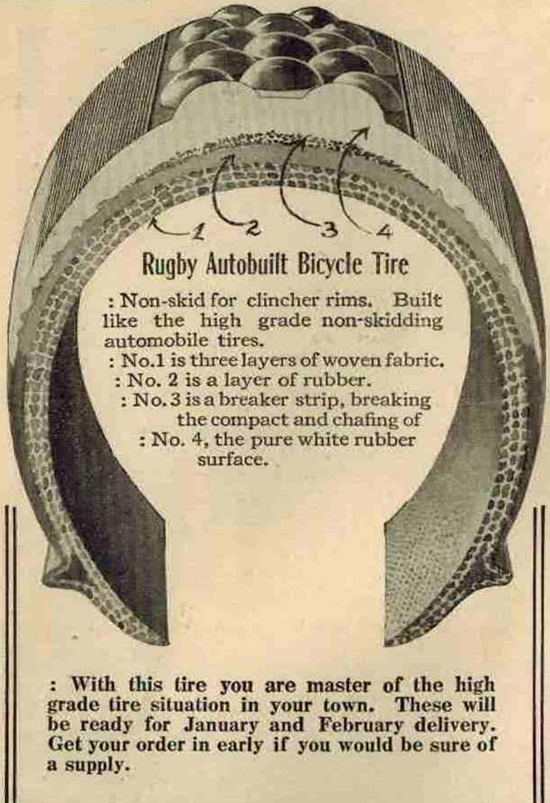
December, 1910

- Damages 24 Cents per annum-
- We need the money - There may be more numbers - That all depends-
- This is real second class stuff that pays first class postage - No post offices entered.

GET UP, GUDE WIFE,
AND DINNO SWEIR;
DEAL CAKES AND CHEESE
WHILE YE ARE HERE,
FOR THE TIME WILL COME
WHEN YE'LL BE DEAD,
AND NEITHER NEED
YOUR CHEESE NOR BREAD.

—*Chambers Popular Rhymes of Scotland.*

NORVELL-SHAPLEIGH HARDWARE CO.
TRADE DE MARK
DIAMOND EDGE
"DIAMOND EDGE IS A QUALITY PLEDGE"
1911
STARTING THE NEW YEAR
WITH A "DIAMOND EDGE"



Rugby Autobuilt Bicycle Tire

: Non-skid for clincher rims. Built like the high grade non-skidding automobile tires.

: No.1 is three layers of woven fabric.

: No. 2 is a layer of rubber.

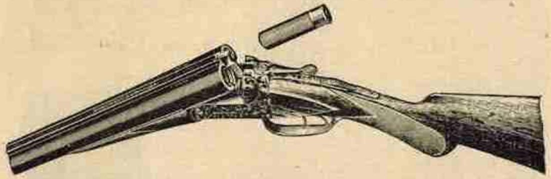
: No. 3 is a breaker strip, breaking the compact and chafing of

: No. 4, the pure white rubber surface.

: With this tire you are master of the high grade tire situation in your town. These will be ready for January and February delivery. Get your order in early if you would be sure of a supply.

What we need is not more THINGS, but more THOUGHTS.

Remington Double Barrel Hammerless Guns



: Now that the season has demonstrated the demand for high grade guns, we ask that you take a mental inventory of your stock. You will find that the Remingtons in the high grades are the best sellers. You will find that you have made an elegant profit on these guns and that you have completely satisfied your customer.

: Let us suggest that you can better afford to purchase some of the remaining A grade Remingtons and carry over—certain of the large profit—than to buy so liberally of low grade guns.

Let us quote you on the few numbers left, right now. Don't delay asking for prices a single day.

IT WAS A WHITE ELEPHANT

That's what our competitors called our Remington purchase of $500,000.00.

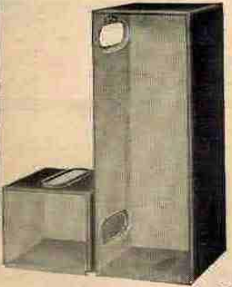
But in less than one year we sold 80 per cent of them, and all at the SAME PRICE—NOT ONE CENT MORE OR ONE CENT LESS.

No house ever before pulled off such a deal. Even the Remington Company expressed their surprise at the ease with which we did it.

There's nothing like "selling ability" and that's our strong point—Learn to be a seller and it's $ $ $ $ for yours.
M. K.

What we need is not more THINGS, but more THOUGHTS.

Ice Diamond Refrigerators



The Porcelain Food Chambers are like a dish—one solid piece.

White as driven snow, hard as china, with no cracks or crevices, these food chambers are perfectly sanitary and sell readily on this one talking point.

The refrigerator affects the health and happiness of every home and every member of the family. Poorly constructed refrigerators are not wanted—the risk is too great.

The merits of the Ice Diamond Refrigerator half way presented convinces the buyer that the health of their family depends on sanitation and thorough preservation of the food.

Buying the Ice Diamond they are wholly satisfied and become ardent advertisers of your line.

What we need is not more THINGS, but more THOUGHTS.

Cup Day

The above photograph shows a class of school children in front of the store of M. Heath, Roachdale, Ind., on cup day.

In some localities sentiment, and in others legislation has decreed that every pupil attending the public schools shall have an individual drinking cup.

Taking advantage of this sentiment, Mr. Heath, as well as four or five other Indiana merchants, have presented the children of the school with a Cup.

The plan of presenting is unusually effective and is excellent advertising.

While any ware can be used, we have a special proposition covering Blue Diamond Ware that will interest you.

The cost is low and we recommend this plan for spring business. Write us for plans and prices.

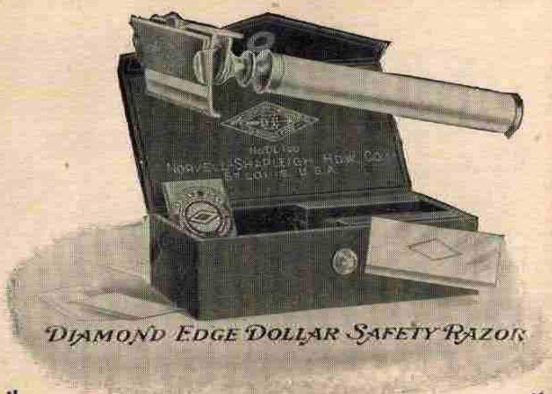
THIS HERE AD

is striking. You stop and take a second look. If it attracts your attention it will attract YOUR customers'. Why not write us for one of these cuts and USE IT IN YOUR OWN ADVERTISING? If you are a customer it won't cost you a cent.

Why not have a "Cup Day" yourself? Put a little life and ginger into that business of yours. Wake up. Do it now. Start the New Year right.

M. K.

What we need is not more THINGS, but more THOUGHTS.



DIAMOND EDGE DOLLAR SAFETY RAZOR

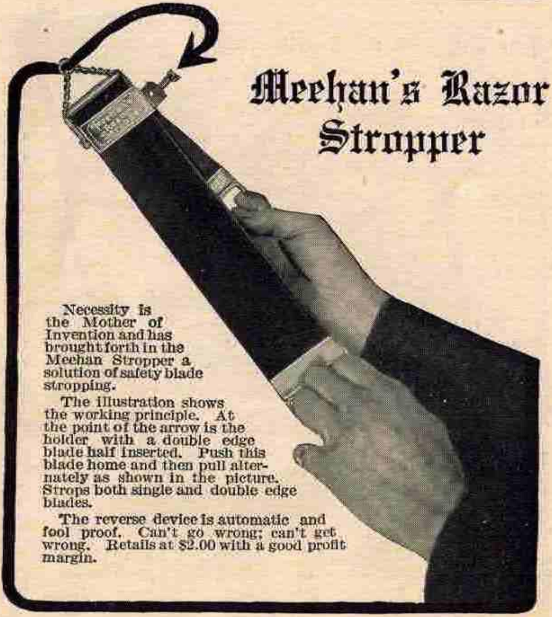
The Up-Keep of a *DIAMOND EDGE* Dollar Safety Razor is half the usual cost.

New Diamond Edge blades cost but five cents each and by using the stropper found in the handle of every Diamond Edge Safety, one is able to prolong the life of the blades and secure just the edge that one likes.

It is a fact that one man wants a wire edge—another wants the very finest edge possible, while another wants something between the two extremes.

The Diamond Edge Stropper is sufficient for all occasions and is a point your customer will appreciate.

Meehan's Razor Stropper



Necessity is the Mother of Invention and has brought forth in the Meehan Stropper a solution of safety blade stropping.

The illustration shows the working principle. At the point of the arrow is the holder with a double edge blade half inserted. Push this blade home and then pull alternately as shown in the picture. Strops both single and double edge blades.

The reverse device is automatic and fool proof. Can't go wrong; can't get wrong. Retails at $2.00 with a good profit margin.

THEY ALL TELL ME

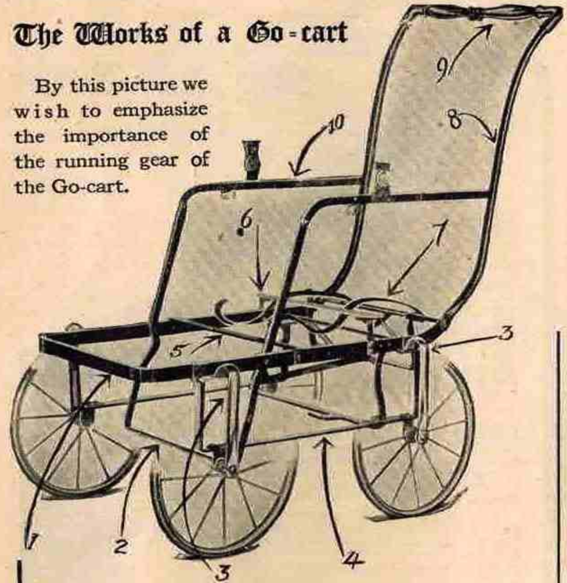
That drug stores are selling more safety razors, brushes, soap and strops than the hardware stores. The trouble with too many hardware stores is they won't take the time and trouble to sell "small goods." Say, brother, that is sure a serious mistake. The "small goods" run up. They pay a fine profit—they are mostly sold for cash. A good New Year's resolution—"More attention in this store to the sale of SMALL GOODS."

M. K.

What we need is not more THINGS, but more THOUGHTS.

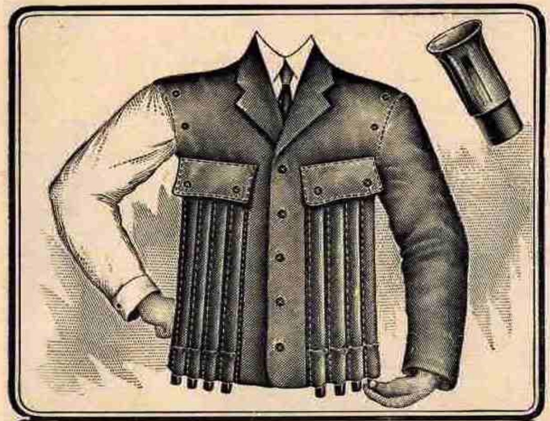
The Works of a Go-cart

By this picture we wish to emphasize the importance of the running gear of the Go-cart.



No. 1 shows the angle steel main frame.
No. 2 shows the angle steel supporting frame.
No. 3 shows the latest improved wheel forks.
No. 4 shows the angle steel supporting frame and cross frame.
No. 5 shows cross bracing.
No. 6 shows the body support.
No. 7 shows the supporting springs.
No. 8 shows the tubular push bars.
No. 9 shows the turned wood handle.
The wheels are spot-welded auto hub style. All our better Go-carts for 1911 will be fitted with this gearing.

What we need is not more THINGS, but more THOUGHTS.



THE VESTONG SHELL CARRIER

Every sportsman wants one. Forty shells can be carried with eight different loads. The instant a shell is removed, another takes its place. Shells always dry. Vest or Jacket style.

No. 250VT. Vest style, without sleeves, watertite duck, dead grass color, two inside patch pockets, twelve gauge shells.

Per dozen	$42.00
250-6VT for 16-gauge	42.00

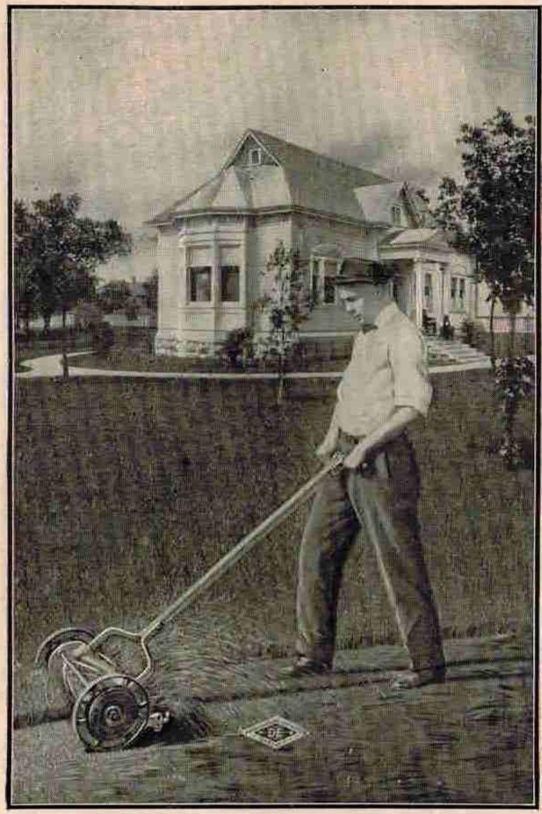
No. 450J, with sleeves to button on, as indicated in illustration.

Per dozen	$66.00
450-6J for 16-gauge	66.00

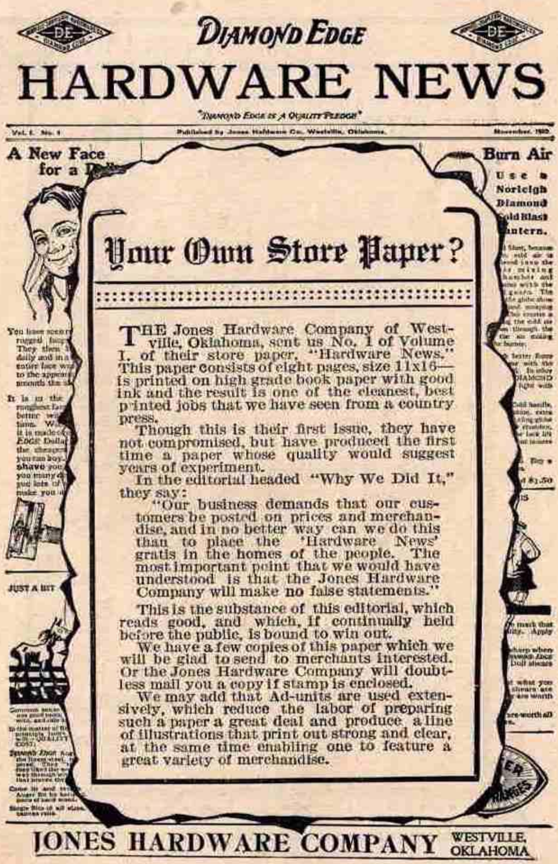
Sizes 34 to 46 carried in stock. A novelty that sells readily.

A SPORTSMAN FRIEND OF MINE tells me this Shell Carrier is the best thing of the kind he ever used. I wonder if our buyers have them in stock. You know so often the advertising department gets ahead of the buying department. It's up to me to write up this Shell Carrier, but I am seriously wondering whether we could fill an order if we received it. I guess, however, we must have the goods or the advertising would not be passed down from the sporting goods department. Say, brother, if you had some on back orders, don't worry—they are on the road. We have caught up with our orders! M. K.

What we need is not more THINGS, but more THOUGHTS.



What we need is not more THINGS, but more THOUGHTS.



DIAMOND EDGE

HARDWARE NEWS

"Diamond Edge is a Quality Pledge"

Vol. I. No. 1
Published by Jones Hardware Co. Westville, Oklahoma.

A New Face
for a
Burn Air
Use a
Noricigh
Diamond

Your Own Store Paper?

THE Jones Hardware Company of Westville, Oklahoma, sent us No. 1 of Volume I. of their store paper, "Hardware News." This paper consists of eight pages, size 11x16—is printed on high grade book paper with good ink and the result is one of the cleanest, best printed jobs that we have seen from a country press.

Though this is their first issue, they have not compromised, but have produced the first time a paper whose quality would suggest years of experiment.

In the editorial headed "Why We Did It," they say:

> "Our business demands that our customers be posted on prices and merchandise, and in no better way can we do this than to place the 'Hardware News' gratis in the homes of the people. The most important point that we would have understood is that the Jones Hardware Company will make no false statements."

This is the substance of this editorial, which reads good, and which, if continually held before the public, is bound to win out.

We have a few copies of this paper which we will be glad to send to merchants interested. Or the Jones Hardware Company will doubtless mail you a copy if stamp is enclosed.

We may add that Ad-units are used extensively, which reduce the labor of preparing such a paper a great deal and produce a line of illustrations that print out strong and clear, at the same time enabling one to feature a great variety of merchandise.

JONES HARDWARE COMPANY WESTVILLE, OKLAHOMA

Will we make it?

At the time this is written—middle of December—our gain in sales over last year is **$1,450,000.00.** Business is running strong! Will we make the gain of **$1,500,000.00** by January 1st?

Last year (1909) we gained over 1908 $1,500,000.00. A gain of $3,000,000.00 in two years is "GOING SOME."

HOW DO WE DO IT?
Simple enough. Just see the "DIAMOND EDGE STORES" all over the country.

If your business is falling off and unsatisfactory there's a reason. Write us. Maybe we can make some suggestions.

We believe in "CONCENTRATION."
We concentrate our efforts.
We concentrate our selling.
We concentrate our buying.

We believe when a merchant "scatters" he loses power. That's the law of nature. Suppose you try the "CONCENTRATION IDEA" in the New Year. It conserves energy and makes for power.

Mike Kinney
Teamster and Editor.

The Gimlet

NAME REGISTERED

A MONTHLY MAGAZINE FOR
HARDWARE BOSSES AND THEIR CLERKS

Vol. III DECEMBER, 1910 **No. 11**

Address all Communications to
MIKE KINNEY, Teamster and Editor
c/o NORVELL-SHAPLEIGH HARDWARE CO.
ST. LOUIS, U. S. A.

Subscription Price to Hardware Clerks - - - - 12 Cents per Annum
To Hardware Bosses and all others - - - - - 24 Cents per Annum

NEW YEAR'S GREETING

WELL, WELL! Here we are at the beginning of a new year, and if you are not careful you will continue to write 1910 instead of 1911. But after a few mistakes you will get the number 11 habit, and then you will be all right for another year.

It is, of course, up to me to pass you out a few beautiful original New Year's thots. I suppose we ought to have a grand revival of the Ten Commandments. Say, brother, for health and happiness, it's pretty hard to write any code of morals or ethics that will improve upon the writings on the two slabs of stone Moses brought down from the top of the mountain.

What we need is not more THINGS, but more THOUGHTS.

It's consoling to poor frail humanity to remember that even the great Moses made a few mistakes in his life. It's sort of comforting to think he got mad once and hit the Egyptian on the solar plexus and then buried him in the sand. That's why I have always thought the Good Old Book must be pretty close to the truth—it does paint men and women in such natural colors.

Well, it might not be a bad idea to start out the New Year by reviewing the Ten Commandments. You might figure out how many of them you busted during the past twelve months. If you have lived up to the spirit of each and every one of the Ten, then give me your name and address, and I will publish your name in *The Gimlet* and send you a handsome medal.

My New Year's reflections have been along the line that somehow all our great national movements for reform of one kind or another gravitate right back to the individual. I understand that according to the last census of this country, including the Philippines, the population living under the Stars and Stripes is just about 101,000,000—a few more or less. Now, if you start out to reform this mixed up bunch of ladies and gents of all sizes, of all grades of color and of all nationalities, whom we address, just before election, as brother and sister, it seems to me you can't do much working on them as a total. You have got to separate each lot into its parts, then you have got to work through each part right back to the individual unit, and when we get down to units, there we are again—just you and me, sitting face to face.

Therefore, the question boils down between us as to whether you are to reform me or I am to reform you. If you start to reform me, you are up against all my past life, all the advantages and all the defects I have inherited, all the prejudices of the environment in which I have lived. But the main thing you are up against is the condition

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What we need is not more THINGS, but more THOUGHTS.

of my mind. Maybe I sit right here and look you in the eye and don't want to get reformed, being perfectly satisfied with the unhappy state in which I find myself. And maybe if I try to reform you I will run up against the same proposition.

So there we are again!

Therefore, as I said one time at a meeting where we were verging on a hand to hand fight, let's eliminate all those points on which we differ and consider all those points on which we can agree, and maybe we can consume all the time allotted to us agreeing instead of differing.

First, let's agree that all progress of the nation after all depends upon the progress and development of the individual. All right! We now have our feet on firm ground.

Therefore, it logically follows that if national progress is to depend upon the individual, then the largest number of individuals in the country must live under conditions and according to conditions that will give them an opportunity for the greatest national development. I guess we agree here, too.

To my way of thinking there can be no real progress or happiness without good health. So the first consideration, commencing with the individual, is for you and me to hang onto good health if we have got it, and to do our best to get it back if we have let it slip. Thus, my first New Year's thought is on the importance of good health, and I herewith pass you seventy-one good health vibrations, and trust that you will send the current back to me.

Having adjusted this little matter, the next thing we should try to agree upon is our state of mind. How is your "think tank" working? Each of us carries on our shoulders a camera. What sort is yours anyhow? Have

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What we need is not more THINGS, but more THOUGHTS.

you a $50.00 camera with a special lens that takes clean-cut, clear pictures, or have you a $1.00 affair that takes nothing but indistinct and blurred impressions? I hope you have an extra quality camera that gets a true focus on life. All right! Suppose we agree you have a camera of this kind—one that never misses a shot and never takes a blurred impression. Then, brother, my New Year's advice to you is to take awful good care of the fine instrument that God has given you.

I have known many young men who have started in life with just such cameras—they were wonderfully gifted—but they seemed to devote all their time and attention to doing everything possible to crack the lens or to get the inside machinery out of working order.

You know and I know when I refer to the camera I am talking about your mind. I mean the retentiveness of your memory—your quickness of perception—your good judgment. All these things and more, too, go to make up this good camera.

Now, what would you think of a man who had a fine camera and then knowingly and deliberately went to work to ruin it so the remaining years of his life it would take poorer and poorer pictures, and finally get all out of focus with existence and his fellowmen?

Still, brother, that is just what some fellows do, and the way they do it is about like this: They eat too much, they eat the wrong things, they drink too much, they smoke too much, they do not take enough sleep, they waste themselves in dissipation. Because they feel good to-day they think they will feel good forever. They make sight drafts on the future not realizing on some New Year's day it will be a case of paying sight drafts instead of making them.

What we need is not more THINGS, but more THOUGHTS, So if you and I agree up to this point (and it's almost time for me to catch my train), suppose we two agree not to "swear off" on a whole lot of things in the New Year, but to gradually taper off. If we have been boozing pretty considerable, suppose we trim down—give ourselves a limit— and try to work down to the limit. If we have been smoking too much, suppose we make it one Open Air Free Burner after each meal. If we have been devoting every evening to the nickelodeon, suppose we make it just Tuesdays, Thursdays and Saturdays. If we have been calling to see that sweetheart of ours and using up the old man's electricity until twelve o'clock, suppose we give him back about one hour of light and make our getaway between 10.30 and 11.00.

To sum it all up, let's you and I agree, instead of allowing our bad habits to grow on us in the New Year—the habits that are affecting our health and our remarkable intellects—not to shut off altogether, because that would be too sudden, but to give an exhibition of will power in controlling and directing these habits. Confidentially, you see if we let the bad habits run us, we may not run very far, while if you and I take our bad habits in hand, perhaps we can live to a good old age and be moderately bad for a long, long time.

If you are fond of gazing upon the cup when it is red it certainly isn't good sense to let the cup with the danger signal get you. What's the matter with being moderate and having the laugh on the grape by indulging in it to a green old age? You surely can drink a great deal more in eighty years than you can in forty.

You know, I made this sort of a talk to a class of salesmen once, and years afterwards one of these salesmen came to me and said he had been deeply impressed, and as a result of that talk he had quit excessive drinking. He said, "Some men would have told me to quit drinking altogether, and if they had I would have given them the horse laugh. But when you told me how much I could drink if I lived to a ripe old age, it made a deep impression."

Then there was another man who worried himself a whole lot about "calico." I talked to him along the same line, and he listened. Now he has a large and happy family, and his oldest son is named Mike Kinney.

So, perhaps this little New Year's sermon along the lines of being temperate and moderate, and taking care of your health and your camera may not be altogether amiss. I am giving it to you for what it's worth, because that's just the way I am thinking now myself, and probably what's good for me may be good for you.

So let me close, hoping that if you and I live to sign 1912, both of us, while we may not be perfect, will at least have our bad habits well in hand and trained to lie down, roll over or jump through a hoop. In other words, suppose we let our bad habits know we are the boss, that we are the "main works," that when it comes to making all kinds of a fool of ourselves there is a little something on the inside of our make-up that whispers, "Not if I know it."

Well, old fellow, or old girl, as the case may be, a Happy New Year to you, a saner one, a more temperate and moderate one, and ninety-nine more temperate and more moderate New Years to follow, until both you and I reach the Mahatma stage, which means we will be perfect men

DE OUR MOTTO— GOOD SERVICE DE

What we need is not more THINGS, but more THOUGHTS.

TO THE BRAGGARTS.

Don't say you know as much as he
Who's getting a big salary,
But get to work and let us see
You show it;
To talk is easy, show your skill;
Get busy, if you fill the bill
And have the goods, no doubt we will
All know it.

Don't say: "What he can do I can."
Cut out this conversation plan,
For after all, my little man,
There's nothing to it.
If someone else has rung the bell
And make a bull's eye, do not tell
That you could also do as well,
But do it.

If you're as clever as you say,
You should get busy making hay;
Do something more than talk to-day,
We'll see it;
Don't merely brag that you could be
As great and powerful as he,
But get a hustle on and be,
Yes, be it.

—*Detroit Free Press.*

What we need is not more THINGS, but more THOUGHTS.

OUR NEW PRESIDENT

AND

Some Recollections of Ye Olden Days

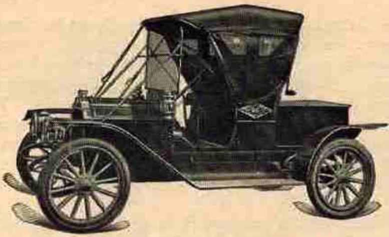
R. W. Shapleigh

MR. R. W. SHAPLEIGH is now the "Main Works" of the Diamond Edge Emporium.

So, as editor of this more or less interesting compendium of trade vibrations, it is up to me to write him up. Therefore I sent in my card and was ushered into his 6x8 commodious office.

The Main Squeeze works in a little box that opens on all sides. I guess the furniture must have cost as much as $25.00. He sits at a table and looks out into the big office through a sort of window. Every one going into the office must pass this window. This gives the President just one minute to think before his visitor is ushered in.

What we need is not more THINGS, but more THOUGHTS.



CITY RUNABOUT

This machine enables us to make hurry calls in less than one-half the usual time.

This *"one minute"* is sometimes worth one thousand good ducats in coin of the realm. If you don't grasp the point write me and I will send the answer by the new "limited" parcels post.

Well, I left my hat on the floor outside the door and took a seat facing the new boss, and sez I, getting out my notebook, "How do you want it—large, medium or small?" Sez he, "Give me a one-twelfth dozen assorted small."

So here, then, in our New Year's number, is a short history of Mr. R. W. Shapleigh, put up one in a box—fancy DE label—with selling talks for retail clerks.

Cast the calcium light of memory back just thirty-four years, and we see a youth of seventeen summers, fresh from school, with plenty of hair and a rosy complexion. This young man had never tasted liquor, smoked a cigar or chewed the weed. He was as innocent as a young maiden on the day of her graduating exercises.

This future president was put to work on the fifth and topmost floor. He started at the top and gradually worked downward through all the departments of the establishment. He was stock clerk, shipping clerk, salesman, buyer, sales manager, Vice-President, and now Main Works.

What we need is not more THINGS, but more THOUGHTS.

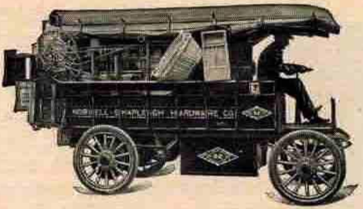
The customs of the hardware trade in the West in those days were rough and ready. Nearly everybody drank whisky. Customers and salesmen carried their bottles in their hip pockets. To be sober in the sales department after four o'clock was the exception and not the rule. It was into such an atmosphere as this that Richard was ushered at a tender and impressionable age. That he and others survived the system speaks well for the strength of their constitutions.

"Dick" tells me there is one habit he did not contract. He never chewed tobacco. He tried it once or twice with disastrous results.

In those days there were three busy months in the spring and three in the fall. All the house would work all day and almost all night. It was wonderful the amount of work done by all hands in these busy seasons. A year's work was done in six months and the rest of the time there was little doing, discipline was lax, bad habits were formed and the Devil worked overtime.

Elevators were of the "arm-strong" variety. They worked slowly by pulling a large rope. Mr. Shapleigh told this little experience:

"It took a strong arm to do the work, and for that reason they were called "arm-strong" elevators. It naturally took some time to get the elevator up, and in order to expedite matters there was strung out over the hatchway a swinging rope at the end of which was a hook, and onto this hook was hitched from the various floors a great big willow basket with a rope bail on it. You put the goods in this basket, hitched the hook onto the bail, put your leg around the rope that ran inside of the floor, gave it a kick and lowered it down.



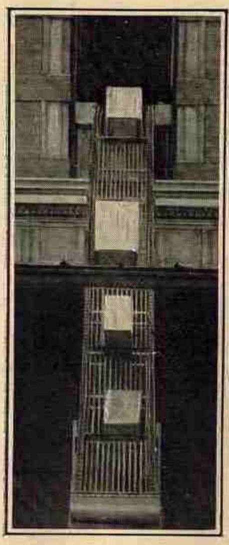
TWO-TON ELECTRIC TRUCK
Made by General Vehicle Co., New York.
This shows the truck adopted for city delivery service. One truck does the work of three of the usual wagons.

"I remember once I had an order for 500 or 600 carriage bolts to fill. The bolts were of pretty good sizes. They did not take up much space in the basket, but when I put my leg around the rope and kicked the basket off into space, I was pulled up to the ceiling so fast you could hardly see me. The basket was much heavier than I could hold. I couldn't let go because if I had I would have fallen down the hatchway, so I just had to stick up there with my hands in the hole through the floor above, with the rope running through them like lightning until the basket landed at its destination on the first floor. You bet there wasn't much skin on my hands when I climbed down from that position. This was a common trick for the old men to play on the young ones."

With a reminiscent expression, the New Boss continued:

"In those days we had no passenger elevators, and consequently the visits of the bosses to the upper floors were very infrequent. I remember the boys used to build regular caves in stock, right in the middle of the floor, of boxes of 13X and 22G locks, and they would burrow way in under, get a lot of gunny sacks, and then one would stand on guard while the other would crawl in there and sleep. Sometimes also these wicked clerks would conceal bottles of whisky in these places.

What we need is not more THINGS, but more THOUGHTS.



A BOX ELEVATOR

By means of this elevator, a dray load of packing boxes can be delivered from the pavement to the second floor packing room in thirty minutes.

"Things were mighty loose in those days, profits were big, and it was the style of doing business in this section. But when they worked they certainly did work with willingness and energy and accomplished a whole lot.

"In those days the house was not heated above the first floor, so the job of taking stock on the first of the year, upstairs, with chinks in the windows through which the snow would float plentifully, was not a pleasant undertaking. Still nobody seemed to mind it. I look back now and I can't remember a hardship. I was young and strong and healthy. Everybody did the same. Nobody was any better off than I, so what was the use of kicking? Nobody thought they were enduring hardships. I wonder what one of the present-day clerks would say if he had to stand a couple of weeks counting stock, cleaning out bins and dusting off goods in an atmosphere of that kind.

"So, Mike, you would like to have an incident or two in my career. Either incidents were extremely rare with me, or I couldn't recognize one when it came along, because I can't recall one that seems to stand out as worth while

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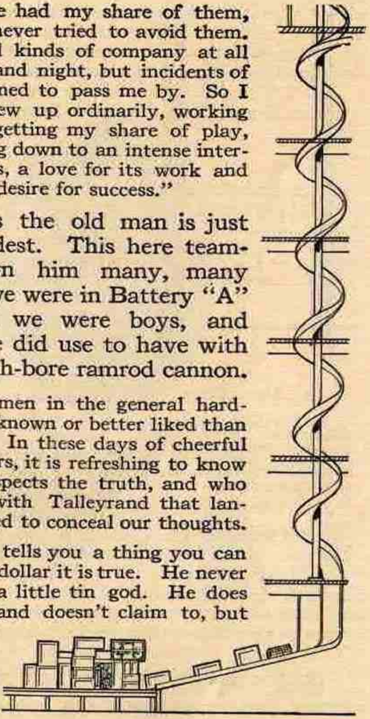
What we need is not more THINGS, but more THOUGHTS.

repeating. I have had my share of them, too—certainly I never tried to avoid them. I have been in all kinds of company at all hours of the day and night, but incidents of any moment seemed to pass me by. So I imagine I just grew up ordinarily, working pretty steadily, getting my share of play, and finally settling down to an intense interest in the business, a love for its work and an overwhelming desire for success."

Well, I guess the old man is just a little too modest. This here teamster has known him many, many years. Why, we were in Battery "A" together when we were boys, and what a time we did use to have with those old smooth-bore ramrod cannon.

There are few men in the general hardware trade better known or better liked than R. W. Shapleigh. In these days of cheerful and diplomatic liars, it is refreshing to know one man who respects the truth, and who does not believe with Talleyrand that language was invented to conceal our thoughts.

When R. W. S. tells you a thing you can just bet your last dollar it is true. He never pretended to be a little tin god. He does not know it all and doesn't claim to, but when it comes to square dealing just between man and man, he is always there with the goods.

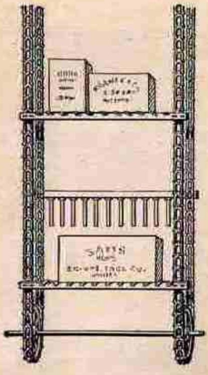


A SPIRAL CHUTE

All merchandise delivered in Saint Louis and suburbs, is dropped into this chute from the different floors and is deposited on the packing tables in the city department.

Did you ever notice that while men of this char-

What we need is not more THINGS, but more THOUGHTS.



A LOWERATOR

On this endless chain and folding shelf device, which runs from the first floor to the eighth floor, boxes can be delivered automatically to the shipping department.

acter are sometimes a little slow in their march upward, they generally get there? The reason is simple. No man in this world can get along alone. We must have the help of friends. As we work, every day our associates are sizing us up.

The real slick man may have his temporary success. He may think his bluff goes because no one says much, but one day comes a crisis and then the "*dependable*" man comes into his reward. Ask any great business organizer and he will tell you that an ounce of *real, true, honest loyalty* is worth a ton of *grand-stand playing.* So, Mr. Clerk, when you read these feeble lines, take a tumble to yourself. If you want the support of your friends cut out the solar walking. Come down to earth. Sweep under the desks. Get the dirt out of the corners. When the other clerk wears a high collar and polishes his nails, don't be ashamed to wash the front window as your best girl passes. Don't forget the old man who runs the bank is looking far ahead for his daughter, and *he knows* that there is more *future* in a well-polished front store window than in well-polished finger nails.

So the New Boss just worked—did his part every day—was always on the job—never worried—had a pleasant word and a hearty handshake. Stuck to the truth—was loyal to his friends—and so he came into his own.

What we need is not more THINGS, but more THOUGHTS.

Now, as this is a New Year's number it might not be out of place just to pause a moment in the pleasant occupation of increasing our sales and cast a glance backwards over the history of the Diamond Edge Emporium and its founder.

Augustus F. Shapleigh

This business was founded by Augustus F. Shapleigh in St. Louis in 1843.

The founder was born in Portsmouth, N. H., January 9th, 1810. His father was a shipmaster, but lost his life in the wreck of his own vessel, the "Granville," in 1813, off Rye Beach, N. H., when returning home with a valuable cargo from what he had planned to be his last voyage.

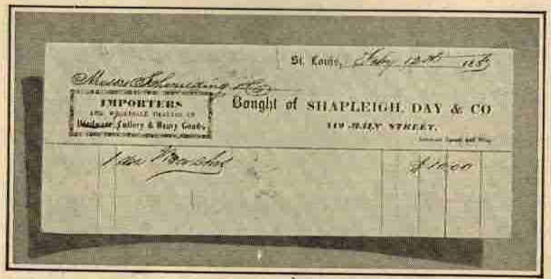
Mr. Shapleigh's first business experience was as a clerk in the store of John Sise, of Portsmouth, N. H., where he worked at a salary of $50.00 a year and boarded himself. After a couple of years of this experience the lure of the ocean attracted him, and for four years he sailed the blue waters, visiting many foreign lands in the shipping trade that was then very prosperous between this country and foreign nations, sailing vessels of large tonnage being the only means of inter-continental transportation of freight and merchandise of all kinds.

What we need is not more THINGS, but more THOUGHTS.

An anxious family of a mother and sisters persuaded him to give up the sea, and in deference to their wishes, he engaged in the hardware business in his native city. After some few years in Portsmouth he accepted a position with Rogers Bros. & Co. Hardware Co., merchants of Philadelphia. He remained with this house until 1843, having become a junior partner. The house then determined on establishing a branch in St. Louis, and A. F. Shapleigh came to St. Louis and took charge of the new house of Rogers-Shapleigh & Co.

On his journey to St. Louis he came down the Ohio River from Pittsburg by steamer and up the Mississippi from Cairo. On this first trip, at Pittsburg, Mr. Shapleigh made the acquaintance of Mr. Jas. E. Yeatman, the well-known philanthropist, and the two founded a close friendship which lasted as long as their lives.

After the death of Mr. Rogers, which occurred shortly after 1843, Mr. Shapleigh bought out his interest and organized the firm of Shapleigh, Day & Co., which lasted until 1863.



St. Louis,

IMPORTERS

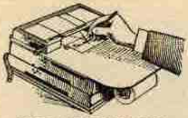
Hardware, Cutlery & Fancy Goods,

Bought of SHAPLEIGH, DAY & CO

MAIN STREET.

A bill rendered in 1856.

What we need is not more THINGS, but more THOUGHTS.



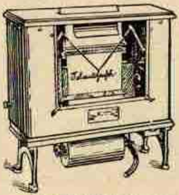
TELAUTOGRAPH SENDING MACHINE.

All merchandise is ordered from the different warehouses by simply writing it on this sending machine, which automatically writes the message on the receiving machine at the warehouse, as shown below.

In those days the main system of distribution of goods was almost entirely by boat, and even at that early date the business of the house extended far up into Montana and the head waters of the Missouri. The merchants would come to St. Louis by boat, or sometimes overland, to buy their goods, and would buy a year's supply, because it was only in the spring of the year that the stage of the river would permit boats proceeding to the far Northwest.

One of the best years the old house had was at a time when they loaded an entire steamboat with goods for two or three of the northwestern firms. This boat departed on its journey and was burnt up just beyond St. Charles, and the cargo was an utter loss. The merchants were insured, and, of course, had to buy again at once for their year's business, or they would fail in acquiring their supplies for the year. What a difference between transportation then and now, and what a difference between prices then and now. A year's sales would not amount to much more then than two week's does at the present time, but the profits for a year were substantial. The old merchant did not believe in doing business for nothing.

In 1863, during the time of the Civil War, Mr. Thomas D. Day, Mr. Shapleigh's partner, retired from business, and the name of the house became A. F. Shapleigh & Co., and so continued until July, 1880. In the early stages of the war, when all hearts were anxious and business conditions were poor and the outlook for the future gloomy, as an evidence of the confidence of his friends, one of them came to see



TELAUTOGRAPH RECEIVER.

What we need is not more THINGS, but more THOUGHTS.

NORVELL-SHAPLEIGH HARDWARE CO

him one day and said, "How are things going with you? I have a little money to spare, and if you can use it I am glad to trust it with you." The amount was $40,000.00, a large sum in those days, and it was of great use to the business at that time. It is needless to say the money was promptly returned as agreed.

In the old steamboat days many anecdotes are told of happenings of that time. One of them I recall was that relative to the charge for boxing and drayage. This charge has long since been abolished, but at that time it was always customary to charge for boxes, casks and any other packages used in filling the order, and also for hauling the goods.

Those days they did not have the typewriter—everything was written longhand in ink, and sometimes not always too legibly. On this occasion a purchase had been made by a new customer of the house, and at the foot of the bill was the usual charge, "Cask, Box and Drg., $12." The customer wrote saying he had received the goods, and they were all right, and he remembered buying everything on the bill except the last item. He had checked the bill over two times, *but he could find neither the cashbox nor the dog charged to him on the last line and said he did not remember buying a dog.*

In 1880 all lines of business began to centralize and each successful business began to grow larger. There began to be fewer houses, but they were larger, and the corporation at that time became known. The Company was incorporated in 1880, and has been in existence in incorporated form since that date.

In 1886 the Company suffered a disaster by fire, which destroyed all of its four buildings in less than two hours, and the loss was a total one—the stock, amounting approximately to half a million, being completely destroyed. Notwithstanding this disaster the officers of the Company kept on, secured a location across the street, and soon accumulated a new stock, and within a few months their business was as large as ever before. It is also fitting to say that at the time of this misfortune the other hardware houses of St. Louis were very liberal in allowing the Company to draw from their stock, an act of friendship which has never been forgotten.

Only a few changes in location have been made by the business since its beginning in 1843, and from its present location, in the heart of the business center of St. Louis, one may almost throw a stone to each of the previous locations occupied by the firm. In the old steamboat days all business was as near the river as possible. The Company occupied two locations on Main Street, in 1890 removing to the corner of Fourth and Washington, in the Boatmen's Bank Building, and in 1903 taking the block opposite on Fourth Street, bounded by Third, Washington and Lucas Aves., the present location. It has been found necessary, however, to add ample warehouse facilities on the railroad tracks for heavy goods, and also to maintain a separate building for the use of its Printing Department and the headquarters of "*The Gimlet.*"

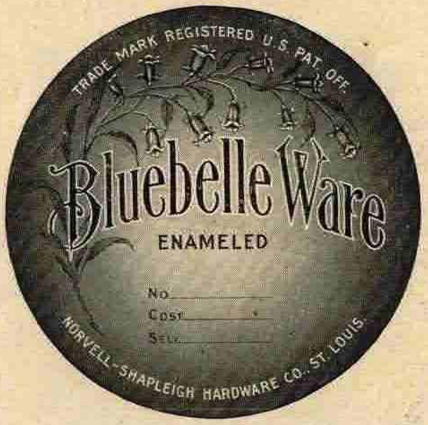
So here ends my interview with our New President. I am sure you will join me in wishing him a successful administration and many long years of health and happiness.

When you come to our town be sure and come around to see us, and we will give you a most hearty welcome and take great pleasure in showing you all the modern and most up-to-date new-fangled ideas for running a jobbing business—inventions that save time, reduce cost of handling and help us give our good friends and customers *better service.*

But just one word more. If you sometimes think that progress is slow, that the world is not growing better, just compare these times in the hardware business with the times of the last

What we need is not more THINGS, but more THOUGHTS.

COMING SOON

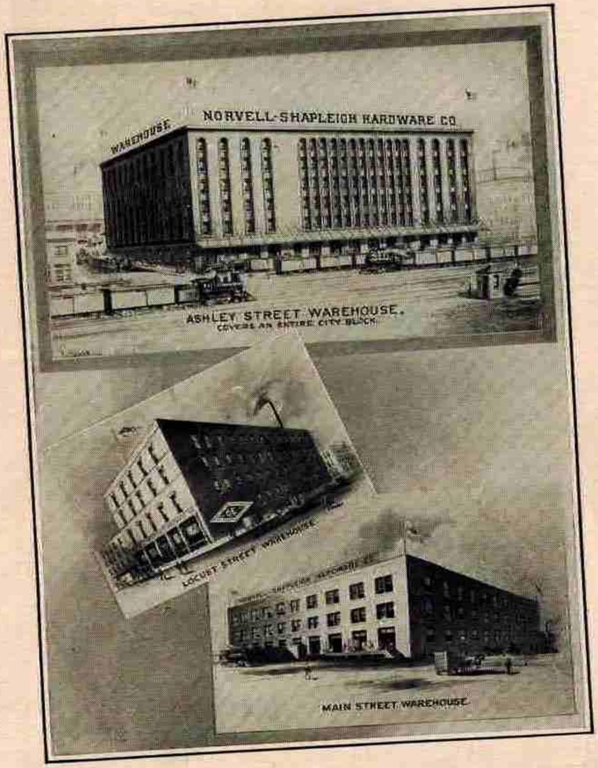

TRADE MARK REGISTERED U.S. PAT. OFF.
Bluebelle Ware
ENAMELED
No.
Cost
Sell
NORVELL-SHAPLEIGH HARDWARE CO. ST. LOUIS.

THE ENAMELED WARE SENSATION OF THE TRADE WORLD.

After a year's preparation we propose to launch this BLUEBELLE Enameled Ware in time for spring business.

LOOK OUT FOR IT

What we need is not more THINGS, but more THOUGHTS.



What we need is not more THINGS, but more THOUGHTS.

generation. You will then realize that conditions to-day are far better than they were, and we have faith that to-morrow—*with more knowledge and education for all the people*—will be better still.

Yours faithfully,

Mike Kinney

Teamster and Editor.

A little girl, aged three, had been left in the nursery by herself, and her brother arrived, to find the door closed, says an English paper. The following conversation took place:

"I wants to tum in, Cissie."

"But you tan't tum in, Tom."

"But I wants to."

"Well, I's in my nightie gown, an' nurse says little boys mustn't see little girls in their nightie gowns."

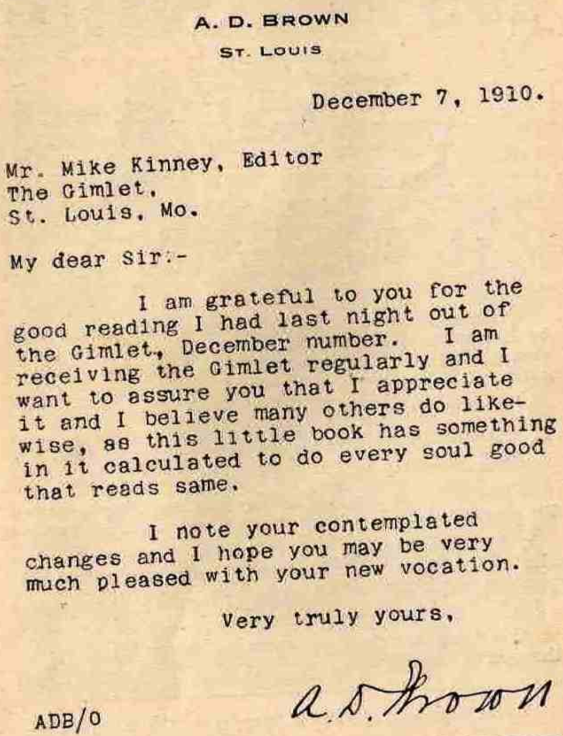
After an astonished and reflective silence on Tom's side of the door, the miniature Eve announced triumphantly, "You tan tum in now, Tom; I took it off!"

Too many matches are made in the parlor with no thought of the kitchen.

There is no telling what a telephone will bring forth.

What we need is not more THINGS, but more THOUGHTS.

What the great *St. Louis Shoemaker* has to say.



A. D. BROWN
ST. LOUIS

December 7, 1910.

Mr. Mike Kinney, Editor
The Gimlet,
St. Louis, Mo.

My dear Sir:-

I am grateful to you for the good reading I had last night out of the Gimlet, December number. I am receiving the Gimlet regularly and I want to assure you that I appreciate it and I believe many others do likewise, as this little book has something in it calculated to do every soul good that reads same.

I note your contemplated changes and I hope you may be very much pleased with your new vocation.

Very truly yours,

a. D. Brown

ADB/O

KINNEYISMS

Every good salesman is an optimist. Every good buyer is a pessimist.

Men of exactly the same temperament should not go into business together. The best partners are men who are the most unlike.

One of the dangers of the age is the coddling of our young men.

The besetting sin of this generation is extravagance.

All good men do not go to church, but in selecting employes I would rather take chances on a church club than on a lid club.

I have noticed that the complexions of men coming out of church are much better than those of men coming out of saloons.

More injury is done to a city by officials helping their friends than by the stealing of grafters.

General society suffers more from ignorance than from vice.

It is a question in my mind whether a poor stomach makes a successful man or a successful man makes a poor stomach.

All of us should demand and insist upon having the highest grade of service. Good service means a high grade of men, and high grade men mean high salaries,

Too much good nature is bad for all concerned. Good natured people are worked to a standstill by the designing.

It takes molasses and vinegar to run a business—molasses to encourage, vinegar to correct.

MEMORY, OBSERVATION, CONCENTRATION

NO clerk is of much value who hasn't a good memory. He cannot remember names, numbers and sizes of goods, prices, former transactions, telephone numbers. A clerk with a poor memory constantly forgets and has to look things up. Looking it up takes time, and often while looking up the psychological moment for action passes.

Like the muscles in the body the memory may be trained. The way to train the memory is to TRY TO REMEMBER. Learn a few prices every day and repeat them the next day.

The basis of all memory is the concentration of attention. Concentrate your mind on what you are doing and you will remember. Skimming the daily papers, without trying to remember anything, is one of the worst possible things for the memory. How many men after having devoted thirty minutes to reading the daily paper can tell anything they have read? What is the use of just having a few light sensations passed over the tablets of your memory to have them immediately disappear?

Say, son, when a customer comes in try to get his name straight in your mind. Get his initials. Find out his address. Then look at him hard and remember so the next time he comes in you can call him by name. You know this thing of calling men by their names is a great habit for clerks. If you learn it early it will help you all your life.

What we need is not more THINGS, but more THOUGHTS.

Once in a large business I knew two department managers. One manager knew all his clerks and called them by their first names. He would say, "Jim, do this," or "Tom, do that." This manager never had any trouble in his department. His clerks all liked him and working in that department seemed to be a pleasure.

But the other manager never took the time and trouble to learn the names of the boys under him. He would holler out, "Say, you there, get busy on this." His clerks knew he did not know them. They felt he took no personal interest in them. He never did get results, and to-day he is drawing a small salary and telling his wife "he never did have no chance."

The boss tells me he gets lots of applications for jobs from clerks who have worked in country stores. Sure, they have been in the hardware business ten years. They know the biz from A to Izzard. But when the boss asks them the prices of a few staple goods, somehow just then they dis-remember. No, they don't know the net on a 1-inch 10 screw. They may know the discount—within ten per cent. The retail clerk who has been in the business many years who applies for a job, who actually has in his head a very clear idea of the costs of hardware is an exception. Some of them don't even remember the retail prices. Ask any jobber.

What are these clerks thinking about all the long hours they spend in retail stores? I have met dozens and dozens of them and they tell me that they have never tried to learn prices. They never thought it was necessary. Nobody ever asked them to. The other clerks in town have never learned them. Nobody ever suggested it to them. So when you separate them from the box and the package with the mark on it they are completely at sea, having no idea of the value of the goods. They are like the man who sez, "What's the use remembering anything when you can get all the knowledge you want by referring to the Encyclopedia Britannica?"

But say, son, when one of these Polish Hebrews comes over in the steerage from the other side and gets started in business you bet he knows what the goods are worth. He can pick up a pocket-knife and tell you what it will bring. He don't know no lists and no discounts, but he backs his own judgment every time on the value of the goods when he gets them in his hands. That's the beginning of the REAL merchant. That's why, when you walk down Broadway, New York, and look at the signs over all the big stores it makes you think you are already in the New Jerusalem. And you bet, this Hebrew remembers. He may get stung once or twice on values but the next time he knows.

The boss sez he has been in business thirty years and the best-posted merchants on real values he has ever met have been Hebrews. And some of them could hardly speak the English language.

Skillogollee! Just think of your having been born in this country, knowing the language, knowing our traditions, being sent to the public schools, having all the comforts of life and all its advantages, and then when you are asked the price of a 10-inch Mill File you pucker up your eyebrows, squint your eyes, twist your mouth and mutter, "I dis-remember."

Get busy! Get busy! For goodness' sake wake up and get busy!

MIKE KINNEY,

Teamster and Editor.

What we need is not more THINGS, but more THOUGHTS.

BELATED APPRECIATION.

Millions of readers of Dickens' works published in this country will be surprised and somewhat pained to know that not one cent of royalty was ever received by the Dickens family on any of these books.

To show their appreciation, the Charles Dickens Centenary testimonial stamp has been devised, and an association backed by book lovers throughout the country are putting them on sale through all the book stores.

It has been suggested that every owner of a copy of Dickens' works affix one of these stamps to each book in loving remembrance of the man who has contributed so much to human happiness.

The proceeds of the sale of these stamps are to be turned over to some surviving members of the Dickens family. The Dickens stamps are put up in envelopes of twelve stamps, which sell at 25 cents. Order of any newsdealer.

Mike Kinney
Do what you are paid for
and THEN SOME
the "then some" is what
gets your salary raised
Yours truly
WmC Hunter
Frozen Dog Idaho Nov-8-1910

What we need is not more THINGS, but more THOUGHTS.

HELP!

WANTED—A secretary who can write eight different languages, to answer my correspondence. Every crank in this country and several in foreign countries are writing me letters.

Once at the Public Question Club, in an address on the subject of GENIUS, I said all genius was abnormal and that most geniuses I had met had a screw loose somewhere. Well, say! You should have seen the article William Marion Reedy wrote about me in the next number of his paper, "The Mirror." He sure must have thought I was pussonal in my remarks. I guess Marion must think he is a genius, and I was throwing bricks at him.

I still maintain my point—that genius is abnormal. I know it because I am a genius and I am abnormal. So was Shakespeare, Byron, Napoleon Bonaparte, not to mention T. James Fernley, of Philadelphia, Pa., and John Donnan, of Richmond, Va. We all admit we are geniuses.

The pearl oyster story

Once at a literary dinner party I sat next to a lady who had a national reputation as a writer. My hostess told me it was up to me to "make good" in my line of conversation. So when the talk drifted to art, I had an inspiration. I remarked to the literary lady that artists always reminded me of the pearl oyster—that they produced beautiful things, but that the artistic temperament was a disease. If the oyster remained normal there was nothing doing, but when it caught this disease it produced a priceless pearl. While I was floundering around trying to express this sentiment the lady turned her shoulder to me and got into deep conversation with a gentleman on her other side.

What we need is not more THINGS, but more THOUGHTS.

But, what I started out to say is that one of the geniuses *The Gimlet* has picked up for me is Henry Fitz Gerald, of New Haven, Conn. No, not the Fitz Gerald who translated Omar Khayyam. Henry writes advertising for a living. He is a dandy letter-writer. Some of his letters read as if, just before writing them, he had taken fourteen cups of coffee, had injected a syringe of morphine under his cuticle and finished up with about four Benedictines.

He writes in his last letter he thinks Nazimova is a real woman. I never heard anybody call Nazimova anything else.

By the way, have you heard the story of the delegation that called to see the Archbishop? They went around in a hack. His Grace set them up some Benedictine in those small glasses. One gentleman in the party took a glass out to the driver. Sez he, "Pat, here's a liqueur made by the holy monks and they do be praying all the time they make it." Pat, he just tossed off the hot stuff and handed back the little glass. "God bless the monks," sez he, "but to hades with the man who made the glass."

The glass of bene

A diagram of this joke will be sent upon request.

But, how I do wander around! I started out to write an introduction to a poem by Henry Fitz Gerald, written for me on the finest bond blotting paper. The poem runs something like this:

What we need is not more THINGS, but more THOUGHTS.

Poem written for Mike Kinney, Esq., of St. Louis.

THE SYMBOL AND THE GIFT.

Tense, through the keen
And silent travail of the night,
I stood upon a mountain range
To watch the birth of day.
In anguish then I sought,
With blind soul-cry, to find
The inevitable great analogy.

Dawn in the sky,
And dawn in my heart!
God's finger laid on each:
The Symbol of Eternity,
The Gift of Immortality—
This last the deeper mystery—
Day born at dawn
And dead at eve,
Truth in my heart—forever!

Mike Kinney

I know that this world is a world of imagination and vision. I see everything I paint in this world, but everybody does not see alike. To the eyes of a miser a guinea is far more beautiful than the sun, and a bag worn with the use of money has more beautiful proportions than a vine filled with grapes. The tree which moves some to tears of joy, is in the eyes of others only a green thing which stands in the way. To the eyes of a man of imagination, nature is imagination itself.
—*Blake.*

A "SALESMAN."

When the train pulls in and you grab your grip,
And the hackman's there with his frayed-out whip,
You call on your man and try to be gay,
And all you get is: "Nothing doing to-day,"
Then you're a Peddler,
By Gad, you're a Peddler!

When you get into town and call on your man,
"Can you see any, Bill?" "Why, sure I can."
You size up his stock—make a rough count,
And "Bill" presently says: "Send the usual amount,"
Then you're an Ordertaker,
By Gad, you're an Ordertaker!

When you travel along and everything's fine,
And you don't get up 'til half past nine;
When you see each concern and talk conditions,
And write it all home, with many additions,
Then you're a Travelingman,
By Gad, you're a Travelingman!

When you call on the trade and they talk "hard times,"
"Lower prices" and "decided declines";
But you talk and you smile—make the world look bright,
And send in your orders every——night,
Then you're a Salesman,
By Gad, you're a SALESMAN! ! !

*When "**DIAMOND EDGE**" appears on an article*
It means that the article's good—every particle.
—Floury Bill.

What we need is not more THINGS, but more THOUGHTS.

KINNEYISMS

The basis of all system is the division of a matter into its parts, the selection of the best method to handle each part, and then the final dovetailing of one division into another.

Good service is the basis of modern business success. Customers should be told not only what they ask, but what they do not ask but should know about the goods. Customers do not give you any thanks for or appreciate your doing what they have a right to expect. You can only attract their good will by doing more than they have a right to expect.

Employes are valuable in business who recognize the unusual when they see it.

You cannot be arrested for asking questions, but you can be for making statements. In writing letters ask questions. Let the other man explain.

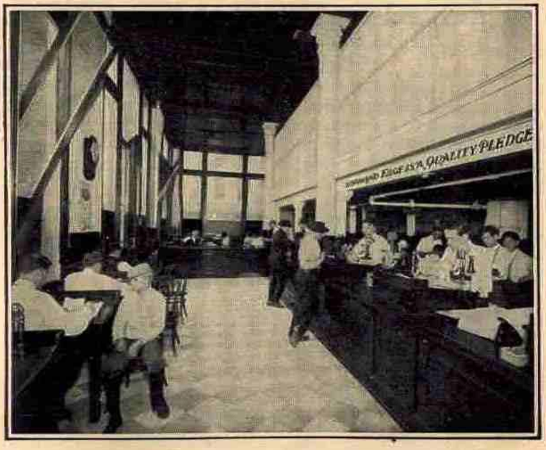
When a man is mad don't interrupt him. Let him talk himself out.

There are two most important sentences in every letter—the sentence that starts it and the one that finishes it.

In a trade always try to arrange to have the other man make the proposition. Then you are in position to say "yes" or "no."

When you sell, if possible, sell quickly. When you buy, buy slowly. Many sales are lost on account of slow selling. Many mistakes are made by fast buying.

What we need is not more THINGS, but more THOUGHTS.



NORVELL-SHAPLEIGH HARDWARE CO.
TRADE DE MARK
DIAMOND EDGE

NORVELL-SHAPLEIGH HARDWARE CO.
NORLEIGH DIAMOND.

A BIRD'S-EYE VIEW

of our City Department. Our city business is conducted entirely separate and distinct from our country business. Goods are delivered to this department through a steel spiral chute that goes all through our building. In the City Department are telephones not only to all parts of our building but for the use of city buyers of other wholesale houses. In the morning hours this is the busiest department in the house. M. K.

What we need is not more THINGS, but more THOUGHTS.

THE ALD-RICH AND THE ALL POOR

Mr. H. J. Black, of Dayton, Ohio, has made a satirical showing of some features of the Payne-Aldrich tariff bill by comparing the proposed duties on certain luxuries and those on more or less related necessities. Here are a few of the comparisons:

Double-barrel, hammerless shot-guns, value $100.00 or more, 41 per cent duty; single-barrel shot-guns, value $3.00, 45 per cent.

Polo mallets, 35; scoop shovels, 45.

Women's silk stockings, with embroidered silk crest and monogram, 60; men's common cotton sox, 132.

Leather automobile lunch boxes, silk lined, 40; tin dinner pails, 45.

Women's twelve-button walking boots, 15; men's rubber boots, 35.

Men's patent leather riding boots, 15; men's rubber boots, 35.

Amber and meerschaum cigarette holders, 60; common clay pipes, 125.

Ivory hair combs, 35; curry combs, 45.

Silk pajamas, with monogram, 60; woolen night gowns 97.

Sealskin sacques, 40; woolen blankets, 85.

Silk underwear, 60; cotton balbriggan underwear, 70

Buckskin riding breeches, 40; cotton overalls, 50.

Silk waistcoats, 60; wool sweaters, 132.

Women's eighteen-inch kid gloves, 16; men's cotton working gloves, 50.

What we need is not more THINGS, but more THOUGHTS.

Silver-plated loving cups, 45; tin dippers, same.

And yet there be representatives of the people who believe that the real effect of this bill is to make the duties on luxuries heavy and the taxes on necessities light! The people do not know as much about the tariff as they should, but they know a lot more than they did. And what is more, the members of Congress know that the people know a lot more than they did.—*Kansas City Times, October 4th, 1909.*

CRUELTY AND ABUSE.

We walk about on tiptoe,
We dare not laugh or play,
We're living on cold victuals,
Ma hasn't cooked to-day.
Ma's eyes are red from weeping,
And pa is looking sad—
'Cause why? Ma's lovely rubber plant
Is looking mighty bad.

We've been on our vacation,
We children and our ma,
And left that sacred rubber plant
In care of our dear pa.
And he, well, he neglected
To water it, of course,
And if it dies, I 'spect our ma
Will sue him for divorce!

—*T. K. Hedrick, in Chicago Journal.*

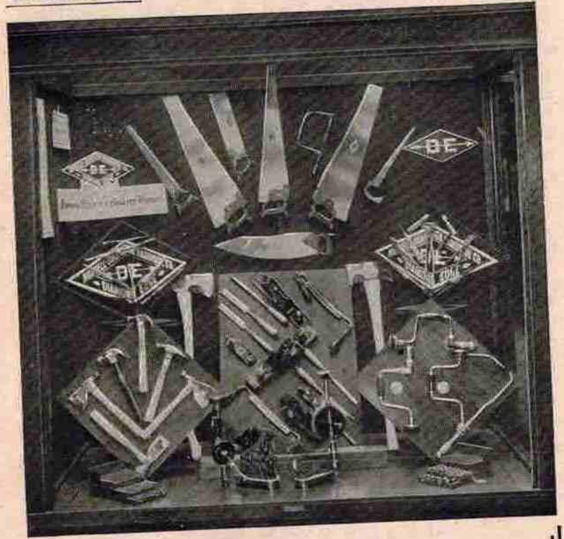
HEARD THIS

Two Irishmen about to engage in a boxing-match, agreed that whoever should want to stop first should say, "Sufficiency."

The encounter was a lively one, and both men were about winded when one of them called out, "Sufficiency!"

"Begorry," said the other, "that's the word I've been trying to think of for ten minutes."

What we need is not more THINGS, but more THOUGHTS.



A TOOL WINDOW

The effort in this is to hold down the amount of merchandise and to make a trim that can be easily followed.

Note that these tools are shown in families; that square or diamond shaped boards are used as mounting boards.

These boards can be covered with green burlap or cotton flannel. The tools are fastened with brads and all mounting boards are set at an incline.

Let any bright boy try this window. The chances are that he will improve this effort and once he learns to work windows in families or units, he will find it easy and very interesting.

What we need is not more THINGS, but more THOUGHTS.

Wants

In answering these want ads, address THE GIMLET, except where special address is given.

FOR SALE.

$8,000.00 stock of general merchandise in Southern Illinois town of 300 inhabitants.

One set of tinner's tools, in good shape, almost at your own price. If interested, write to E. R. Cantwell, Creede, Col.

$10,000.00 stock of hardware, stoves, etc. Good location, 60 miles from Chicago.

In Iowa town in north central part, $3,000.00 stock of hardware; $5,000.00 lumber and $4,000.00 real estate. No other hardware store in town; two general stores.

One-half interest in an old established hardware business, incorporated. Buyer to manage inside. Good location, very low rent, centrally located in city of St. Louis, doing good business.

Furniture and undertaking stock. Also will handle furniture and $1,000.00 harness. If you have the cash, write Stofer Merc. Co., Snyder, Okla.

$18,000.00 stock of up-to-date hardware, implements, etc., North Alabama town of 20,000 inhabitants. Has seven cotton mills, two foundries and various other industries. Business established 30 years and doing $50,000.00 business annually.

$7,000.00 stock of hardware, furniture and implements in growing town of 1,200 inhabitants. Located in the fruit country in Northwest Arkansas.

$3,000.00 stock of hardware and groceries, also fixtures and tools. Will sell for 75 cents on the dollar. Positively no trade.

$4,500 stock of hardware, tools and cutlery. Partly equipped with Warren fixtures. Western city of 200,000 population.

$5,000.00 hardware stock and tin shop in town of 800 inhabitants in Iowa. Best location in town; good schools and churches.

$10,000.00 stock of hardware and stoves for sale in a town of 30,000 in Iowa. Very old and good stand. Will arrange terms to suit purchaser.

$4,500 grocery stock in Eastern Indiana. All new and up-to-date goods. Has fine established business.

$8,000.00 stock of hardware; best farming country in Illinois. Up-to-date store; clean stock and good location. Can be reduced to suit purchaser.

Land valued at $25.00 per acre located about six miles from Selden, Kan. Will trade for stock of hardware invoicing from $4,000.00 to $10,000.00; Northern Kansas or Southern Nebraska preferred.

$4,500.00 stock of hardware in South Dakota town of 1,500. Can be leased for a number of years. No trades.

$10,000.00 stock of hardware, tools, plumbing supplies. Annual sales $40,000.00. County-seat town in Nebraska. Mo. Pac. Ry. shops, repair shops and office building, just located.

$10,000.00 stock of hardware and furniture in Northeastern Arkansas town of 3,500 inhabitants. Growing town; large lumber interests. Half cash, balance one and two years.

What we need is not more THINGS, but more THOUGHTS.

In answering these want ads, address THE GIMLET, except where special address is given.

FOR SALE—Continued

$4,000.00 stock of bicycles and sewing machines in Fort Worth, Tex., at a bargain. Business established. A hustler can do well with it.

$4,000.00 hardware; implements, $1,800.00; drugs, $2,000.00; lumber, $4,500.00. Will sell drugs and hardware, or entire stock and rent store. Annual sales, $36,000.00. In Central Illinois, 50 miles from St. Louis.

$30,000.00 stock in Santa Barbara, Cal., consisting of general and shelf hardware, stoves, ranges, sporting goods, etc. Good reason for selling. Address, E. A. Boescke, Santa Barbara, Cal.

$10,000.00 stock of hardware in St. Louis, all clean and up-to-date goods; located in one of the best business streets. Old established business. Party desires to engage in the manufacturing business.

$1,500.00 stock of hardware, with tin shop attached, in Dayton, Ohio. Business can easily be doubled in a short time. Owner is going to retire to his farm.

The controlling interest in a well-established and prosperous retail hardware business in St. Louis. Excellent reasons for selling. $3,000.00 to $5,000.00 required. An opportunity for a live, up-to-date man to step into a profitable business.

HELP WANTED.

A young man with experience in the hardware and implement business for county-seat town in Southwestern Colorado. Must be capable of taking full charge of the department. Good salary; permanent position.

Party in Iowa desires a good tinner; one with experience.

PARTNER WANTED.

A good live man to take an active interest in an established furniture and hardware business in Texas town of 8,000 people. $5,000.00 to $15,000.00 capital required. None but "live wires" need apply. Recent death of one of the firm leaves this opening.

Party in town of 3,000 in Arizona in grocery business wishes to secure a partner with about $5,000.00 capital with outlook.

FOR EXCHANGE.

117½-acre farm valued at $60.00 per acre; 80 acres in cultivation, fine orchard, new house; other improvements, for a hardware and implement business in Oklahoma, Texas or New Mexico.

BUSINESS OPPORTUNITIES.

Excellent opening in the next to largest city in Georgia for an up-to-date retail hardware busness. Population 75,000.

Fine opening for some good tinner with small capital. No tinner in our town, but one needed badly. We have a full set of tinner's tools for sale cheap. A. T. Dailey & Son, Whiting, Iowa.

Splendid hardware opportunity in new Alabama town. Located on the Alabama, Tennessee and Northern Ry. Can rent building at reasonable price.

POSITION WANTED.

Party, 34 years old, with 14 years' experience in the hardware business, desires a position as clerk in a good hardware store. Married and strictly temperate. A-1 references.

Party, with six years' experience in the hardware and sporting goods business, desires a position with some good hardware concern. Best references.

What we need is not more THINGS, but more THOUGHTS.

POULTRY NETTING
and
POULTRY FENCES

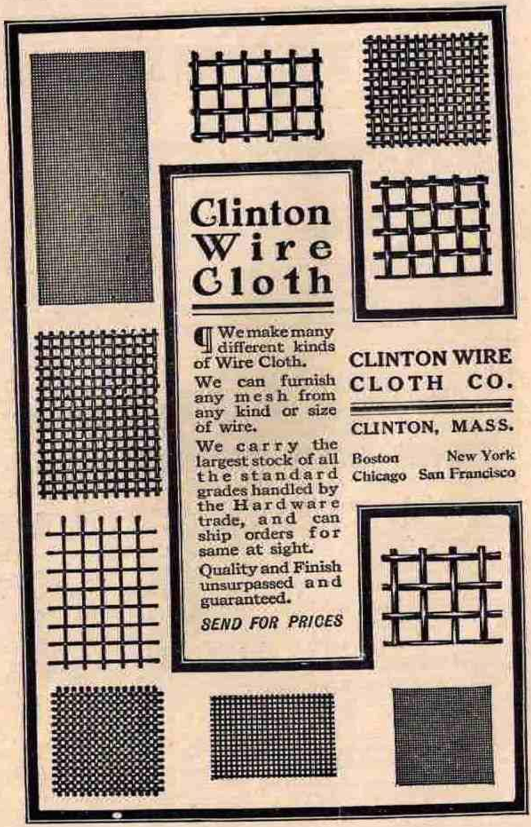
American Hexagon Netting

Galvanized both before and after weaving. A thoroughly made Netting in all standard meshes and widths, adapted for all poultry netting uses.

M. M. S. Poultry Fence
Union Lock Poultry Fence

Made in all heights and widths for poultry fencing use. These poultry fences occupy the middle field between the lighter nettings and the heavier stock fences. Each of these fences have very small meshes at the bottom whereby the smallest animals or chicks are retained or excluded. Can be safely used next to pasture. Thoroughly galvanized and last for years. An absolutely reliable light fencing fabric, firmly establishing the claims originally made years ago when first put upon the market.

American Steel & Wire Co.
CHICAGO NEW YORK DENVER SAN FRANCISCO



Clinton Wire Cloth

¶ We make many different kinds of Wire Cloth.

We can furnish any mesh from any kind or size of wire.

We carry the largest stock of all the standard grades handled by the Hardware trade, and can ship orders for same at sight.

Quality and Finish unsurpassed and guaranteed.

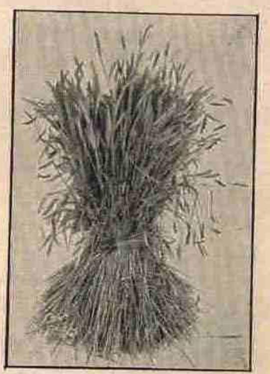
SEND FOR PRICES

CLINTON WIRE CLOTH CO.

CLINTON, MASS.

Boston New York
Chicago San Francisco

AS STAPLE AS WHEAT



DISSTON SAWS

HENRY DISSTON & SONS
INCORPORATED
KEYSTONE SAW, TOOL, STEEL AND FILE WORKS
PHILADELPHIA

DU PONT

HAVE YOU HEARD ANYBODY SAY ANYTHING LATELY ABOUT PLOUGHING AROUND STUMPS OR BOULDERS? TWENTY-FIVE TO FORTY CENTS WORTH OF RED CROSS DYNAMITE WILL BLOW AN AVERAGE STUMP OR BOULDER OUT OF SIGHT.

DYNAMITE IS THE ONLY THING THAT WILL BREAK UP HARD PAN SATISFACTORILY. IT COSTS ABOUT TEN DOLLARS AN ACRE.

WRITE TO US FOR BOOKLET,
"FARMING WITH DYNAMITE"

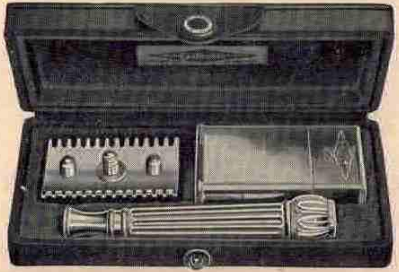
**E. I. du Pont de Nemours
Powder Company**

Established 1802.

Norvell-Shapleigh Hardware Co., carry a complete line of DU PONT goods.

WILMINGTON,
DEL., U. S. A.

St. Louis Office,
Wright Building.



Gillette Safety Razor

Every Gillette user is a salesman for the dealer who sold him his Gillette.

The Gillette gets more word-of-mouth advertising than any other article in your stock.

It's only human nature for a man to show his Gillette to his friends—to talk about it and tell how it has solved his shaving problems.

Cash in on this Gillette enthusiasm.

Display a good assortment—show that you mean to be Gillette headquarters.

Keep up your stock of Gillette Blades—12 blades in nickeled box to sell for $1.00—6 blades in carton to sell for 50 cents.

Gillette Sales Co.

44 West Second Street, BOSTON

Factories: Boston, Montreal, Leicester, Berlin, Paris

New York, Times Bldg. Chicago, Stock Exchange Bldg. Gillette Safety Razor, Ltd., London. Canadian Office, 63 St. Alexander St., Montreal. Eastern Office, Shanghai, China.

Gillette Safety Razor

NO STROPPING NO HONING

Departmentizing

Is it worth while?

THE NEW YEAR'S NUMBER OF

IRON AGE HARDWARE

WILL BE LARGELY DEVOTED
TO THIS TOPIC.

If you are in the hardware business and are tired of the "happy-go-lucky," "any old way" of doing business, you will want to see the ***Departmentized New Year's Number*** of IRON AGE-HARDWARE.

If you don't already read IRON AGE-HARDWARE, here is your opportunity.

IRON AGE-HARDWARE,
14-16 PARK PLACE, NEW YORK.

I would like to have you send IRON AGE-HARDWARE every week, including the Special New Year's Number. Bill for a year's subscription ($2.00), to be sent me after the New Year's Number comes out.

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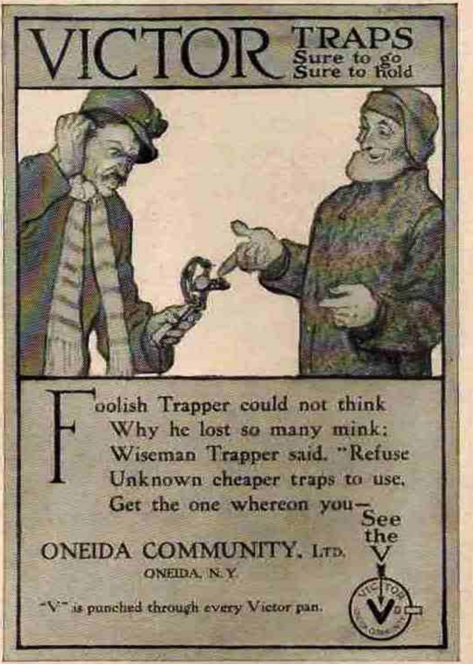
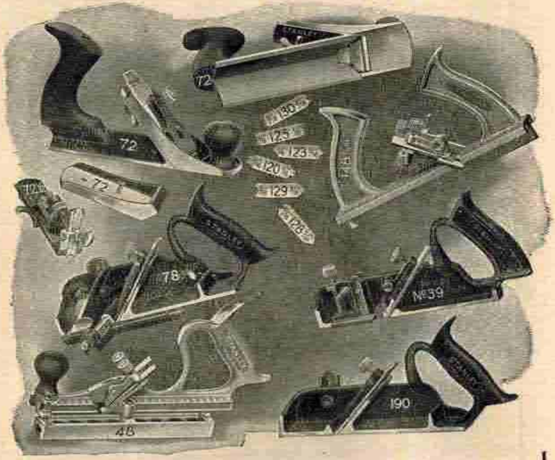


VICTOR TRAPS
Sure to go
Sure to hold

Foolish Trapper could not think
Why he lost so many mink;
Wiseman Trapper said, "Refuse
Unknown cheaper traps to use.
Get the one whereon you—See the V

ONEIDA COMMUNITY, LTD.
ONEIDA, N. Y.

"V" is punched through every Victor pan.



COPYRIGHTED, 1909, BY THE STANLEY RULE & LEVEL CO.

Stanley Tools

Among the many special planes we manufacture are

Rabbet Planes, Filletster Planes, Dado Planes,
Match Planes, Chamfer Planes and
Tonguing and Grooving Planes

Only a few of these special planes are shown here

Send for catalog containing complete description of these and other carpenters' and mechanics' tools.

STANDARD THE WORLD OVER

Stanley
Rule & Level Co.
New Britain, Conn. U.S.A.

EVERY TOOL GUARANTEED

Many of the cheap plated butts on the market sold in imitation of

Stanley's No. 241

are packed with screws of insufficient size to hold the door securely

Stanley's Butts

are packed with screws of *exactly the right size*, determined upon after over half a century of experience. This is only one of the many points of superiority found in the butts with this

TRADE
S.W.
MARK

The Stanley Works

STEVENS

SELLING HELPS
mean MORE SALES *therefore*
GREATER PROFITS

FOR YOU!

SEND for a liberal assortment imprinted *Stevens* merchandise envelopes, abridged catalogs, counter circulars, mortised newspaper electros, lithographed hangers, etc.

Yours for the asking—carriage charges paid.

Link your local advertising to our extensive national campaigns. ∷ ∷ ∷

J. Stevens Arms & Tool Co.
90 BROADWAY
CHICOPEE FALLS, MASS.

A "Department Store" of Printing

BEING a "Department Store" of printing means that we do everything a printer *can* be called upon to do!

In addition, we have a complete stationery and office equipment department. Complete, because we are manufacturing stationers and also sole St. Louis representatives for Yawman and Erbe Mfg. Co.'s office filing systems.

Many customers order by mail. They find it more satisfactory to deal with us, the largest commercial printers in America, than to place their orders locally.

It is a great saving and convenience to send us your orders for blank books, loose leaf forms, stationery, office supplies and printing. Send us a line indicating your needs.

WOODWARD & TIERNAN
PRINTING COMPANY
SAINT LOUIS, MO.
The Largest Establishment of its Kind in America
PRINTERS
ARTISTS ENGRAVERS BINDERS

AMERICANAX
GLASSPORT, PA.
TRADE MARK

The Great Triumvirate

Plain
Phantom Bevel
Concave

LIPPINCOTT AXES

AMERICAN AXE & TOOL CO.

GLASSPORT, PA.

Special New Year's Offer!

Given Away Free.

THE WHOLE WORLD TO THOSE WHO WILL QUIT WORRYING ABOUT THEIR SMALL PART AND ENJOY IT ALL.

Mike Kinney

WORLD SALESMAN.

-1911-

MY NEW YEAR'S PRESENT TO YOU

I GIVE YOU THE WORLD OF THOUGHT TO HAVE AND TO HOLD TO USE AND ENJOY SO LONG AS YOUR LIFE DOES LAST

Mike Kinney
Teamster and Editor